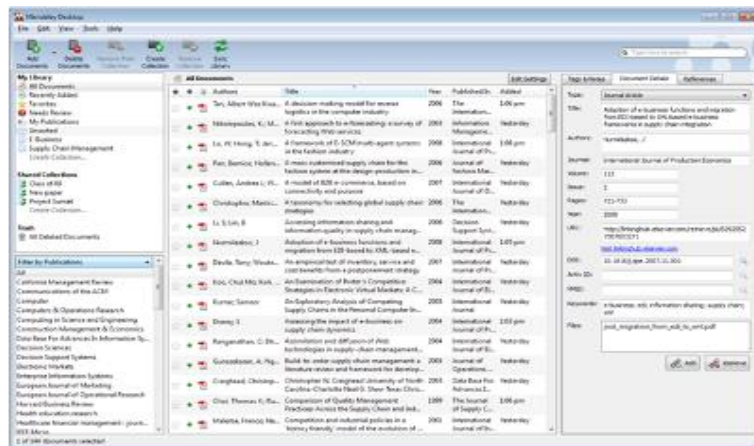


Mendeley

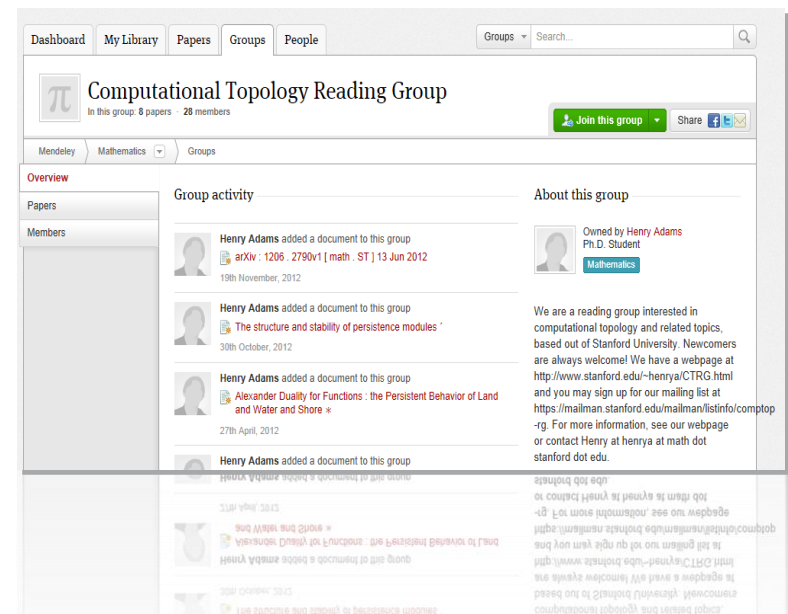
Sua pesquisa em qualquer lugar

Ana Luisa Maia Lins
Gerente de Marketing
Elsevier Latin America South

O que é Mendeley?



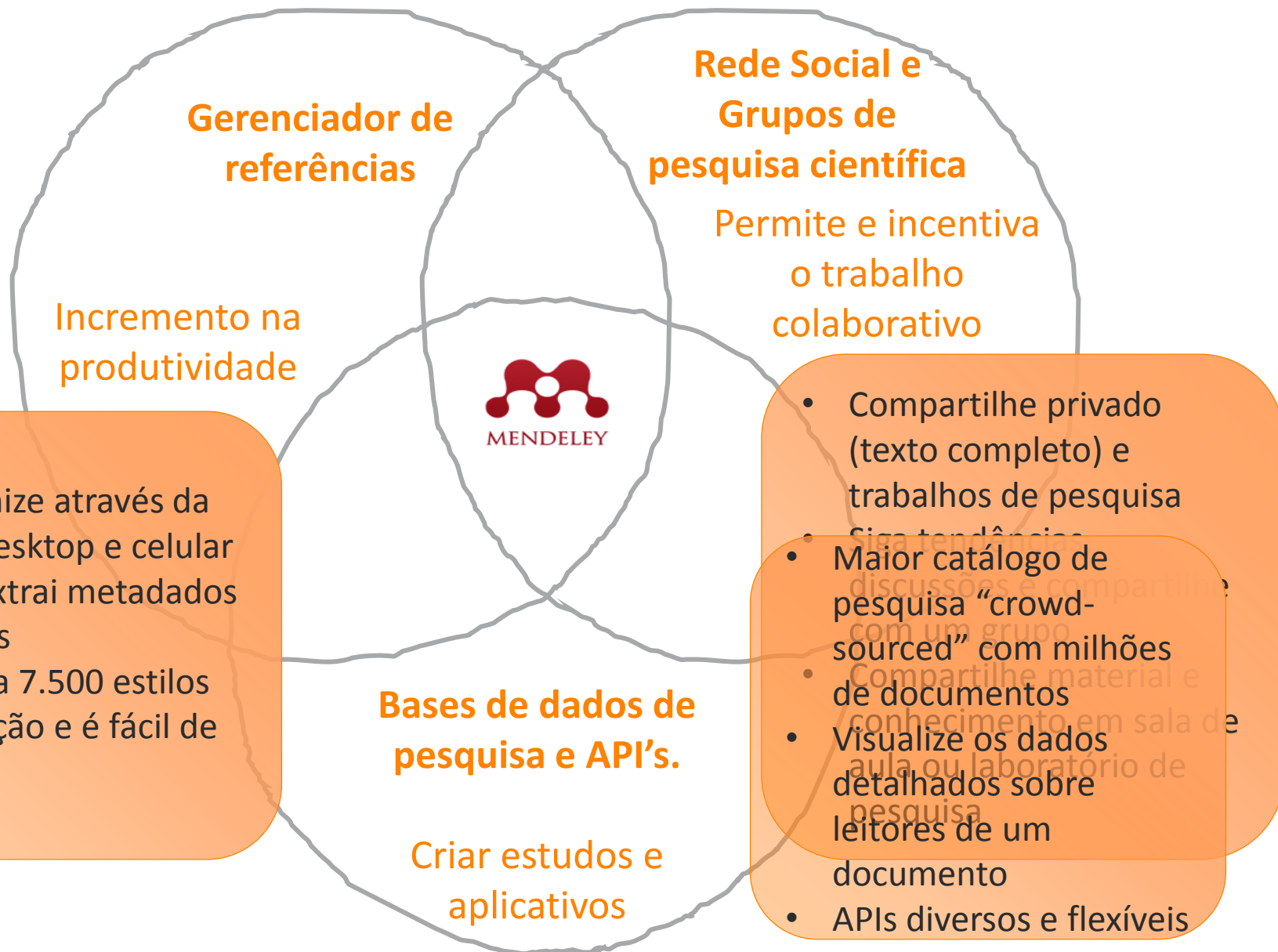
Mendeley é um **gerenciador de referência** que lhe permite gerir, ler, compartilhar, anotar e citar seus trabalhos de pesquisa ...



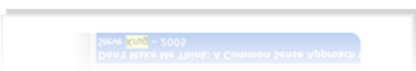
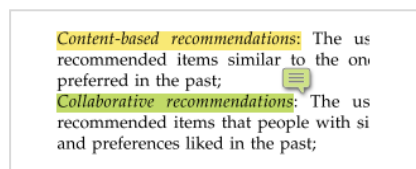
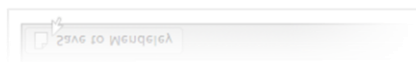
... e uma **rede de colaboração acadêmica** com 4 milhões de usuários para se conectar com pesquisadores e descobrir tendências de pesquisa.

... formando uma **base de dados crowdsourced** (com conteúdo de vários pesquisadores) com uma camada única de informações de pesquisa social e uma API aberta

Componentes chave do Mendeley



Como Mendeley impulsiona a produtividade da pesquisa?



Adicione e organize PDFs

Importe e organize PDFs a partir de seu computador, EndNote™, RefWorks, Papers, Zotero, importador do Mendeley, ScienceDirect, e Scopus

Leia e anote

Abra PDFs e adicione seus comentários através de notas e destaques.

Gerenciador de Referências

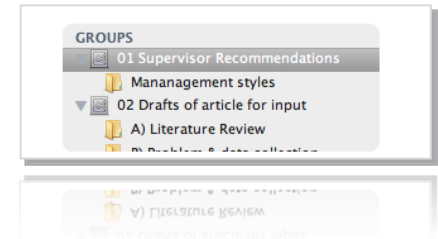
Gere citações e bibliografias em Microsoft Word, OpenOffice, e LaTeX.

7.500 estilos de citação!

Como Mendeley permite a colaboração?

Colaboração e Interação

Encontre e se conecte com colegas e compartilhe, de forma segura, seus documentos e anotações.



Backup e sincronização

Acesse seus documentos na área de trabalho, web, iOS e, em breve, Android

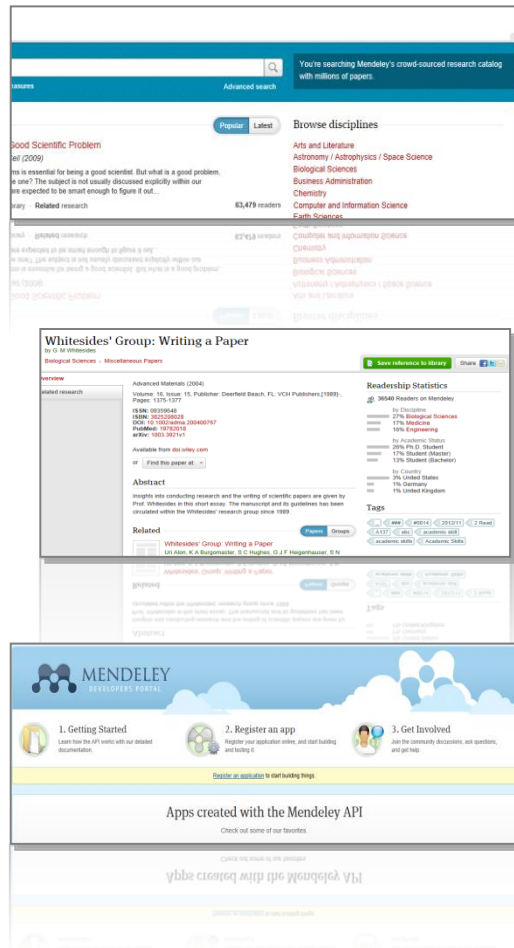


Rede Social

Descubra documentos, pessoas e grupos públicos



Como Mendeley fornece valiosas percepções do pesquisador?



Conhecimento crowdsourced

Vários colaboradores carregaram um catálogo de pesquisa com mais de 400M documentos

Estatística detalhada de leitores

Visualize os leitores por disciplina, perfil acadêmico, e localização geográfica para cada documento

Portal de desenvolvedores e APIs

Os desenvolvedores e pesquisadores criaram centenas de aplicações baseadas em APIs do Mendeley e um conjunto de dados de recomendações de pesquisa.

Como funciona Mendeley ?



The screenshot displays the Mendeley Desktop application window. The interface includes a menu bar (File, Edit, View, Tools, Help), a toolbar with icons for adding files, folders, related items, sharing, and syncing, and a search bar. The main area is divided into a left sidebar, a central document list, and a right-hand details pane.

Left Sidebar:

- My Library:** Contains 'All Documents' and 'Challenges and solutions'.
- Groups:** Includes 'Welcome to Mendeley' and 'Create Group...'.
- Trash:** Includes 'All Deleted Documents'.
- Filter by Authors:** A dropdown menu showing a list of authors including Aguiar, Bruno; Amit, Raphael; Dahlström, Peter; de Valck, Kristine; Freundt, Tjark; Fulgoni, Gian; Hennig-Thurau, Thorsten; Hoffman, Donna L.; Laing, Audrey; Leeflang, Peter S.H.; Lipsman, Andrew; Oliveira, Filipe; Pavlou, Paul A.; Porter, Michael E.; Rappaport, Stephen D.; and Royle, Jo.

Central Document List:

Star	Authors	Title	Year	Published In	Added
☆	Amit, Raphael; Zott, Christ...	Value creation in E-business	2001	Strategic Management Jo...	27/05/13
☆	Porter, Michael E	What is strategy?	1996	Harvard Business Review	27/05/13
☆	Yin, Robert K	Case Study Research: Design and Methods	2009	Essential guide to qualitative meth...	27/05/13
☆	The Mendeley Support Team	Getting Started with Mendeley	2011	Mendeley Desktop	27/05/13
☆	Zhang, Ying	Developing a holistic model for digital library evaluation	2010	Journal of the American Societ...	9:05am
☆	Rappaport, Stephen D.	Lessons learned from 197 metrics, 150 studies, and 12 essays: A field guide to digital metrics	2014	Journal of Advertising Res...	9:02am
☆	Leeflang, Peter S.H.; Verh...	Challenges and solutions for marketing in a digital era	2014	European Management Jo...	9:02am
☆	Fulgoni, Gian; Lipsman, An...	Numbers, please: Digital game changers: How social media will help usher in the era of mobile and multi-platform cam...	2014	Journal of Advertising Res...	9:02am
☆	Yadav, Manjit S.; Pavlou, P...	Marketing in Computer-Mediated Environments: Research Synthesis and New Directions	2014	Journal of Marketing	9:02am
☆	Yadav, Manjit S.; de Valck, ...	Social Commerce: A Contingency Framework for Assessing Marketing Potential	2013	Journal of Interactive Mark...	8:57am
☆	Oliveira, Filipe; Santos, An...	GameFoundry: Social Gaming Platform for Digital Marketing, User Profiling and Collective Behavior	2014	Procedia - Social and Behavioral S...	8:57am
☆	Royle, Jo; Laing, Audrey	The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries	2014	International Journal of Infor...	8:57am
☆	Tiago, Maria Teresa Pinhei...	Digital marketing and social media: Why bother?	2014	Business Horizons	8:57am
★	Leeflang, Peter S.H.; Verh...	Challenges and solutions for marketing in a digital era	2014	European Management Jo...	8:57am

Right-hand Details Pane:

- Journal:** *Procedia - Social and Behavioral Sciences*
- Year:** 2014
- Volume:** 148
- Issue:**
- Pages:** 58-66
- Abstract:** Traditional marketing has been using the Internet as a mean of transport for advertising, usually through the use of banners or sponsored links. However, new tendencies in digital marketing are focusing on added interactivity, where the use of games as a marketing tool is not new. Moreover, the portion of population engaged in social networks is quickly increasing, turning these into preferred targets for marketing actions, considering the potential of retrieving valuable personal, demographic and geographic data. Forwarding recent advances in data mining and knowledge extraction to this model would therefore turn it into a powerful tool to measure the impact of marketing and branding actions, while reinforcing marketing strategy. In this paper we present GameFoundry, a new online platform that aims at creating an innovative Web Game Engine and Game Distribution s...
- Tags:** MBA MKY
- Author Keywords:** Branding; Collective Behavior; Data Mining; Digital Marketing; Social Gaming; Social Media; Social Network

At the bottom of the window, it states: 1 of 14 documents selected.

Crie uma biblioteca pessoal

Funcionalidades – Adicione e organize PDFs

Mendeley

Mendeley Desktop

File Edit View Tools Help

Add Files... Ctrl+O
 Add Folder... Ctrl+Shift+O
 Watch Folder...
 Add Entry Manually...
 Import...
 Export... Ctrl+E
 Send by E-mail...
 Merge Documents
 Delete Documents
 Remove from Folder
 Rename Document Files...
 Synchronize Library F5
 Sign Out (a.maia@elsevier.com)
 Quit Ctrl+Q

Search...

Documents Edit Settings

Authors	Title	Year	Published In	Added
Amit, Raphael; Zott, Christ...	Value creation in E-business	2001	Strategic Management Jo...	27/05/13
Porter, Michael E	What is strategy?	1996	Harvard Business Review	27/05/13
Yin, Robert K	Case Study Research: Design and Methods	2009	Essential guide to qualitative meth...	27/05/13
The Mendeley Support Team	Getting Started with Mendeley	2011	Mendeley Desktop	27/05/13
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Royle, Jo; Laing, Audrey	The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries	2014	International Journal of Infor...	8:57am
Tiago, Maria Teresa Pinhei...	Digital marketing and social media: Why bother?	2014	Business Horizons	8:57am
Leeflang, Peter S.H.; Verh...	Challenges and solutions for marketing in a digital era	2014	European Management Jo...	8:57am

Details Notes Contents Enrichments

Type: Journal Article

GameFoundry: Social Gaming Platform for Digital Marketing, User Profiling and Collective Behavior

Authors: F. Oliveira, A. Santos, B. Aguiar et al.

View research catalog entry for this paper

Journal: *Procedia - Social and Behavioral Sciences*

Year: 2014

Volume: 148

Issue:

Pages: 58-66

Abstract:

Traditional marketing has been using the Internet as a mean of transport for advertising, usually through the use of banners or sponsored links. However, new tendencies in digital marketing are focusing on added interactivity, where the use of games as a marketing tool is not new. Moreover, the portion of population engaged in social networks is quickly increasing, turning these into preferred targets for marketing actions, considering the potential of retrieving valuable personal, demographic and geographic data. Forwarding recent advances in data mining and knowledge extraction to this model would therefore turn it into a powerful tool to measure the impact of marketing and branding actions, while reinforcing marketing strategies. In this paper we present

1 of 14 documents selected

Adicione arquivos

Funcionalidades: Importe do ScienceDirect

Mendeley

The screenshot displays the ScienceDirect search interface. At the top, there's a green header with 'ScienceDirect' and tabs for 'Journals' and 'Books'. Below the header, search filters include 'heart', 'Author name', 'Journal or book title', 'Volume', 'Issue', and 'Page'. A green bar indicates '1,281,165 articles found for: ALL(heart)'. On the left, there are sections for 'Search within results' and 'Refine results' with filters for 'Publication' (Journal, Book, Reference Work) and 'Journal/Book Title' (The Lancet, The American Journal of Cardiology, etc.). The main content area shows a list of search results, with the first two articles highlighted in blue and yellow.

ScienceDirect

The screenshot shows the Mendeley interface with a red border. It displays '2 articles found' and a 'Save all' button. Below this, there are two article entries, each with a plus icon for more options. The first article is 'Sudden death after pediatric heart transplantation: Analysis of data from the Pediatric Heart Transplant Study Group' by Daly, Kevin P.; Chakravarti, Sujata B.; Tresler, Margaret; Naftel, David C.; Blume, Elizabeth D. et al. (2011). The second article is 'Medical and psychosocial predictors of mechanical circulatory support device implantation and competing outcomes in the Waiting for a New Heart Study' by Spaderna, Heike; Weidner, Gerdi; Koch, Karl-Christian; Kaczmarek, Ingo; Wagner, Florian M. et al. (2012).

Funcionalidades: Importe do Scopus

Mendeley Scopus

The screenshot displays the Scopus search results page. The top navigation bar includes links for Search, Alerts, My list, and Settings. The search results section shows 995,652 document results. A red box highlights the 'Save to Mendeley' button, which is part of the export options. The sidebar on the right shows a list of articles, including 'A new disposable electrode for electrochemical study of leukemia K562 cells and anticancer drug sensitivity test' and 'Relationship between skin cell wall composition and anthocyanin extractability of Vitis vinifera L. cv. Tempranillo at different grape ripeness degree'.

Scopus | Search | Alerts | My list | Settings | Live Chat | Help and Contact | Tutorials | Library catalogue

995,652 document results | View secondary documents | View 682868 patent results | Search your library | Analyze results

Search within results... | Save to Mendeley | Download | View citation overview | View Cited by | More...

Refine

Limit to | Exclude

Year

- 2014 (12,593)
- 2013 (45,504)
- 2012 (36,608)
- 2011 (24,109)
- 2010

Author Name

- Zhang, W. (667)
- Libby, P. (391)
- Omura, S. (383)
- Reed, J.C. (356)
- Yamamoto, K. (306)

Document Type

- Article (826,1)
- Review (82,6)
- Conference Paper (35,4)
- Short Survey (6,5)
- Letter (5,9)

Subject Area

- Biochemistry, Genetics and Molecular Biology (442,222)

20 articles found | Save all

A new disposable electrode for electrochemical study of leukemia K562 cells and anticancer drug sensitivity test
Yu, Chunmei; Zhu, Zhenkun; Wang, Li; Wang, Qihong; Bao, Ning et al. (2014) *Biosensors and Bioelectronics* vol. 53 p. 142-147

Relationship between skin cell wall composition and anthocyanin extractability of *Vitis vinifera* L. cv. Tempranillo at different grape ripeness degree
Hernández-Hierro, José Miguel; Quijada-Morín, Natalia; Martínez-Lapuente, Leticia; Guadalupe, Zenaida; Ayestarán, Belén et al. (2014) *Food Chemistry* vol. 146 p. 41-47

Mechanisms underlying the additive and redundant Qrr phenotypes in *Vibrio harveyi* and *Vibrio cholerae*
Hunter, Geoffrey A M; Keener, James P. (2014) *Journal of Theoretical Biology* vol. 340 p. 38-49

Nano-molybdenum carbide/carbon nanotubes composite as bifunctional anode catalyst for high-performance

Funcionalidades: Sincronização

Mendeley

The screenshot displays the Mendeley Desktop application window. The interface is divided into several sections:

- Left Panel:** Contains a sidebar with 'My Library' and 'Challenges and solutions' tabs. Below these are sections for 'All Documents', 'Recently Added', 'Favorites', 'My Publications', 'Unsorted', 'Digital Marketing', 'Groups', 'Welcome to Mendeley', and 'Trash'.
- Top Panel:** Includes a search bar and a menu bar with 'File', 'Edit', 'View', 'Tools', and 'Help'.
- Central Panel:** Displays a list of documents with columns for 'Authors', 'Title', 'Year Published In', and 'Added'. The list includes entries like 'Amit, Raphael; Zott, Christ...' and 'Porter, Michael E...'. A red arrow points from the desktop application to the web interface.
- Right Panel:** Shows a detailed view of a selected document, 'GameFoundry: Social Gaming Platform for Digital Marketing, User Profiling and Collective Behavior' by Oliveira F, Santos A, Aguiar B, Sousa J. It includes a description, DOI (10.1016/j.sbspro.2014.07.017), ISSN (18770428), and Date Accessed (2015-02-20).

At the bottom, a red arrow points from the desktop application to the web interface, indicating synchronization.

Funcionalidades – Sua Biblioteca

Mendeley

The screenshot displays the Mendeley Online web interface. At the top, the browser address bar shows the URL <https://www.mendeley.com/library/>. The interface includes a navigation sidebar on the left with sections like 'MY LIBRARY' (containing 'All Documents', 'Favorites', 'My Publications', and 'Folders') and 'GROUPS' (containing 'Welcome to Mendeley'). The main content area lists a collection of documents, each with a checkbox, a star icon, a title, authors, journal information, and a timestamp. The document 'GameFoundry: Social Gaming Platform for Digital Marketing, User Profiling and Collective Behavior' is selected, highlighted in blue, and its details are shown on the right. This details panel includes the article title, authors (Oliveira F, Santos A, Aguiar B, Sousa J), journal name (Procedia - Social and Behavioral Sciences), volume and page information (2014, vol: 148, pp: 58-66), a preview of the article text, and metadata such as DOI (10.1016/j.sbspro.2014.07.017), ISSN (18770428), and Date Accessed (2015-02-20). A red rectangular box highlights the top toolbar of the document list, which contains buttons for '+ Add', 'Organize', 'Delete', 'Select All', a dropdown menu set to 'Added (newest)', and a search icon with the text 'Search'.

Document Title	Authors	Journal	Year	Timestamp
Lessons learned from 197 metrics, 150 studies, and 12 essays: A field guide to digital ...	Rappaport S	Journal of Advertising Research	(2014)	09:02
Challenges and solutions for marketing in a digital era	Leeftang P, Verhoef P, Dahlström P, et. al.	European Management Journal	(2014)	09:02
Numbers, please: Digital game changers: How social media will help usher in the era ...	Fulgoni G, Lipsman A	Journal of Advertising Research	(2014)	09:02
Marketing in Computer-Mediated Environments: Research Synthesis and New Directio...	Yadav M, Pavlou P	Journal of Marketing	(2014)	09:02
Challenges and solutions for marketing in a digital era	Leeftang P, Verhoef P, Dahlström P, et. al.	European Management Journal	(2014)	08:57
Social Commerce: A Contingency Framework for Assessing Marketing Potential	Yadav M, de Valck K, Hennig-Thurau T, et. al.	Journal of Interactive Marketing	(2013)	08:57
GameFoundry: Social Gaming Platform for Digital Marketing, User Profiling and Collec...	Oliveira F, Santos A, Aguiar B, et. al.	Procedia - Social and Behavioral Sciences	(2014)	08:57
The digital marketing skills gap: Developing a Digital Marketer Model for the communic...	Royle J, Laing A	International Journal of Information Management	(2014)	08:57
Digital marketing and social media: Why bother?	Tiago M, Verissimo J	Business Horizons	(2014)	08:57

Mendeley Online

O usuário pode organizar sua biblioteca, criar pastas, etiquetas, realizar buscas.

Funcionalidades – Sua Biblioteca

Mendeley

Mendeley Desktop

File Edit View Tools Help

Add Files Folders Related Share Sync

Search...

My Library Challenges and solutions

All Documents Edit Settings

★	●	Authors	Title	Year	Published In	Added
☆	●	Amit, Raphael; Zott, Christ...	Value creation in E-business	2001	Strategic Management Jo...	27/05/13
☆	●	Porter, Michael E	What is strategy?	1996	Harvard Business Review	27/05/13
☆	●	Yin, Robert K	Case Study Research: Design and Methods	2009	Essential guide to qualitative meth...	27/05/13
☆	●	The Mendeley Support Team	Getting Started with Mendeley	2011	Mendeley Desktop	27/05/13
☆	●	Zhang, Ying	Developing a holistic model for digital library evaluation	2010	Journal of the American Societ...	9:05am
☆	●	Rappaport, Stephen D.	Lessons learned from 197 metrics, 150 studies, and 12 essays: A field guide to digital metrics	2014	Journal of Advertising Res...	9:02am
☆	●	Leeflang, Peter S.H.; Verh...	Challenges and solutions for marketing in a digital era	2014	European Management Jo...	9:02am
☆	●	Fulgoni, Gian; Lipsman, An...	Numbers, please: Digital game changers: How social media will help usher in the era of mobile and multi-platform cam...	2014	Journal of Advertising Res...	9:02am
☆	●	Yadav, Manjit S.; Pavlou, P...	Marketing in Computer-Mediated Environments: Research Synthesis and New Directions	2014	Journal of Marketing	9:02am
☆	●	Yadav, Manjit S.; de Valck, ...	Social Commerce: A Contingency Framework for Assessing Marketing Potential	2013	Journal of Interactive Mark...	8:57am
☆	●	Oliveira, Filipe; Santos, An...	GameFoundry: Social Gaming Platform for Digital Marketing, User Profiling and Collective Behavior	2014	Procedia - Social and Behavioral S...	8:57am
☆	●	Royle, Jo; Laing, Audrey	The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries	2014	International Journal of Infor...	8:57am
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Filter by Authors

- All
- Aguiar, Bruno
- Amit, Raphael
- Dahlström, Peter
- de Valck, Kristine
- Freundt, Tjark
- Fulgoni, Gian
- Hennig-Thurau, Thorsten
- Hoffman, Donna L.
- Laing, Audrey
- Leeflang, Peter S.H.
- Lipsman, Andrew
- Oliveira, Filipe
- Pavlou, Paul A.
- Porter, Michael E
- Rappaport, Stephen D.
- Royle, Jo

1 of 14 documents selected

Details Notes Contents Enrichments

Type: Journal Article

GameFoundry: Social Gaming Platform for Digital Marketing, User Profiling and Collective Behavior

Authors: F. Oliveira, A. Santos, B. Aguiar et al.

View research catalog entry for this paper

Journal: *Procedia - Social and Behavioral Sciences*

Year: 2014

Volume: 148

Issue:

Pages: 58-66

Abstract:

Traditional marketing has been using the Internet as a mean of transport for advertising, usually through the use of banners or sponsored links. However, new tendencies in digital marketing are focusing on added interactivity, where the use of games as a marketing tool is not new. Moreover, the portion of population engaged in social networks is quickly increasing, turning these into preferred targets for marketing actions, considering the potential of retrieving valuable personal, demographic and geographic data. Forwarding recent advances in data mining and knowledge extraction to this model would therefore turn it into a powerful tool to measure the impact of marketing and branding actions, while reinforcing marketing strategies. In this paper we present

Mendeley Desktop

O usuário pode organizar sua biblioteca, criar pastas, etiquetas, realizar buscas.

Funcionalidades - Abra PDFs e adicione seus comentários através de notas e destaques.

The screenshot displays the Mendeley Desktop application window. The title bar reads "Mendeley Desktop". The menu bar includes "File", "Edit", "View", "Go", "Tools", and "Help". The toolbar contains icons for "Pan", "Select", "Highlight", "Note", "Rotate", "Zoom", "Fullscreen", "Share", and "Sync". Below the toolbar, there are tabs for "My Library" and "Challenges and solutions...".

The main content area shows a PDF document. At the top, there are footnotes:

- ^a University of Groningen, Faculty of Economics and Business, Department of Marketing, The Netherlands
- ^b Aston Business School, Birmingham, United Kingdom
- ^c McKinsey & Company, United Kingdom

The document is divided into two main sections: "ARTICLE INFO" and "ABSTRACT".

ARTICLE INFO

Keywords:

- Online marketing
- Big data
- Analytics
- Customers
- Firm strategies
- Social media

ABSTRACT

Internet usage continues to explode across the world with digital becoming an increasingly important source of competitive advantage in both B2C and B2B marketing. A great deal of attention has been focused on the tremendous opportunities digital marketing presents, with little attention on the real challenges companies are facing going digital. In this study, we present these challenges based on results of a survey among a convenience sample of 777 marketing executives around the globe. The results reveal that filling "talent gaps", adjusting the "organizational design", and implementing "actionable metrics" are the biggest improvement opportunities for companies across sectors.

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Introduction

Wharton Professor of Marketing, University of Pennsylvania, Philadelphia, PA, USA

Between the acceleration of digital marketing and the complexity of the marketing environment, change are every day. The driver behind this change is the decade of e-commerce. The era of "digital marketing" has become the era of "digital marketing". The role of "digital marketing" is becoming more and more important in the marketing mix (Fisch, 2010). These CMOs formulate their marketing strategy based on the explosion of data (sometimes also called big data), (2) social media, (3) proliferation of physical sales in the United States for the first time in history (Fisch, 2010). Besides B2C and B2B markets, online C2C markets have emerged with considerable success. Examples are LuLu, eBay, and YouTube. The rise of online use for communication is also quite substantial from around 10% in 2008 to over 20% in 2013. Newspapers and magazines have lost share in this period (Marketing news, May 2013, p. 16).

The number of Internet users in 2011 was over 225 million users in North America and more than one billion in Asia (Business Monitor Intelligence, 2012). Worldwide, there are about one billion monthly active users of Facebook. Two years after the introduction of Facebook, there were already 50 million users (Fisch, 2010). In the USA, Brazil, Europe, and India more than 70% of the population is member of at least one social media network. In India, the pop-

Annotations:

- You** 27/04/2015 09:04:02
- Important info related to big data.

Funcionalidades: Encontre facilmente seus documentos

Mendeley

The screenshot displays the Mendeley Desktop application window. The top menu bar includes File, Edit, View, Tools, and Help. Below the menu is a toolbar with icons for Add Files, Folders, Related, Share, and Sync. A search bar in the top right corner contains the text 'MBA' and a 'Search' button. The left sidebar shows a 'My Library' tab with a list of folders: All Documents, Recently Added, Favorites, My Publications, Unsorted, Digital Marketing, and Groups. The main area shows search results for 'MBA' in 'All Documents'. The results list includes titles like 'Case Study Research: Design and Methods', 'Challenges and solutions for marketing in a digital era', 'GameFoundry: Social Gaming Platform for Digital Marketing, User Profiling and Collective Behavior', 'The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries', 'Digital marketing and social media: Why bother?', 'Lessons learned from 197 metrics, 150 studies, and 12 essays: A field guide to digital metrics', and 'Value creation in E-business'. The right sidebar shows details for the selected document, 'Challenges and solutions for marketing in a digital era', including authors, journal, year, volume, issue, pages, and an abstract.

Mendeley Desktop

File Edit View Tools Help

Add Files Folders Related Share Sync

My Library Challenges and solutio...

All Documents Recently Added Favorites My Publications Unsorted Digital Marketing Create Folder...

Groups Welcome to Mendeley Create Group...

Trash All Deleted Documents

Filter by Authors

All Aguiar, Bruno Amit, Raphael Dahlström, Peter de Valck, Kristine Freundt, Tjark Fulgoni, Gian Hennig-Thurau, Thorsten Hoffman, Donna L. Laing, Audrey Leeftang, Peter S.H. Lipsman, Andrew Oliveira, Filipe Pavlou, Paul A. Porter, Michael E. Rappaport, Stephen D. Royle, Jo

All Documents Edit Settings

Results for "MBA" in "All Documents"

Search Results

Case Study Research: Design and Methods Robert K Yin - 2009 - Essential guide to qualitative methods in organizational ... Tags: MBA MKY

Challenges and solutions for marketing in a digital era Peter S.H. Leeftang; PC Verhoef; P Da... - 2014 - European Management Journal Tags: MBA MKY ...are not solely sourced from MBA programs, but many companies (e.g., Capital One) also ...

GameFoundry: Social Gaming Platform for Digital Marketing, User Profiling and Collective Behavior Filipe Oliveira; A Santos; B Aguiar; ... - 2014 - Procedia - Social and Behavioral Sciences Tags: MBA MKY

The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries Jo Royle; A Laing - 2014 - International Journal of Information Management Tags: MBA MKY

Digital marketing and social media: Why bother? Maria Teresa Pinheiro Melo Borges Tia... - 2014 - Business Horizons Tags: MBA MKY

Lessons learned from 197 metrics, 150 studies, and 12 essays: A field guide to digital metrics Stephen D. Rappaport - 2014 - Journal of Advertising Research Tags: MBA MKY

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Type: Journal Article

Challenges and solutions for marketing in a digital era

Authors: P. Leeftang, P. Verhoef, P. Dahlström et al.

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Journal: European Management Journal

Year: 2014

Volume: 32

Issue: 1

Pages: 1-12

Abstract: Internet usage continues to explode across the world with digital becoming an increasingly important source of competitive advantage in both B2C and B2B marketing. A great deal of attention has been focused on the tremendous opportunities digital marketing presents, with little attention on the real challenges companies are facing going digital. In this study, we present these challenges based on results of a survey among a convenience sample of 777 marketing executives around the globe. The results reveal that filling "talent gaps", adjusting the "organizational design", and implementing "actionable metrics" are the biggest improvement opportunities for c...

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Choosing good problems is essential for being a good scientist. But what is a good problem, and how do you choose one? The subject is not usually discussed explicitly within our profession. Scientists are expected to be smart enough to figure it out on their own and through the observation of their teachers. This lack of explicit discussion leaves a vacuum that can lead to approaches such as choosing problems that can give results that merit publication in valued journals, resulting in a job and tenure. ?? 2009 Elsevier Inc. All rights reserved.

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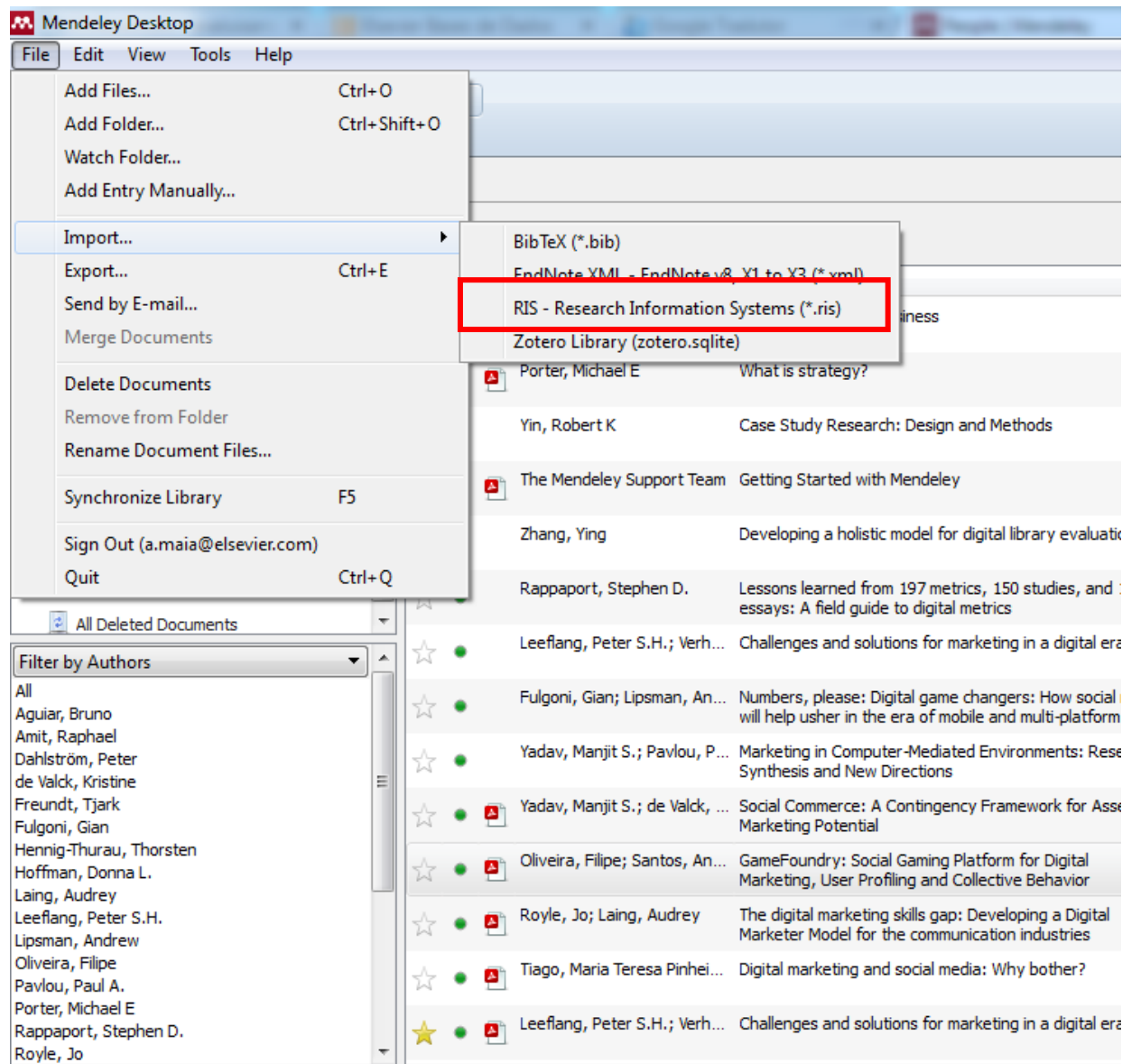


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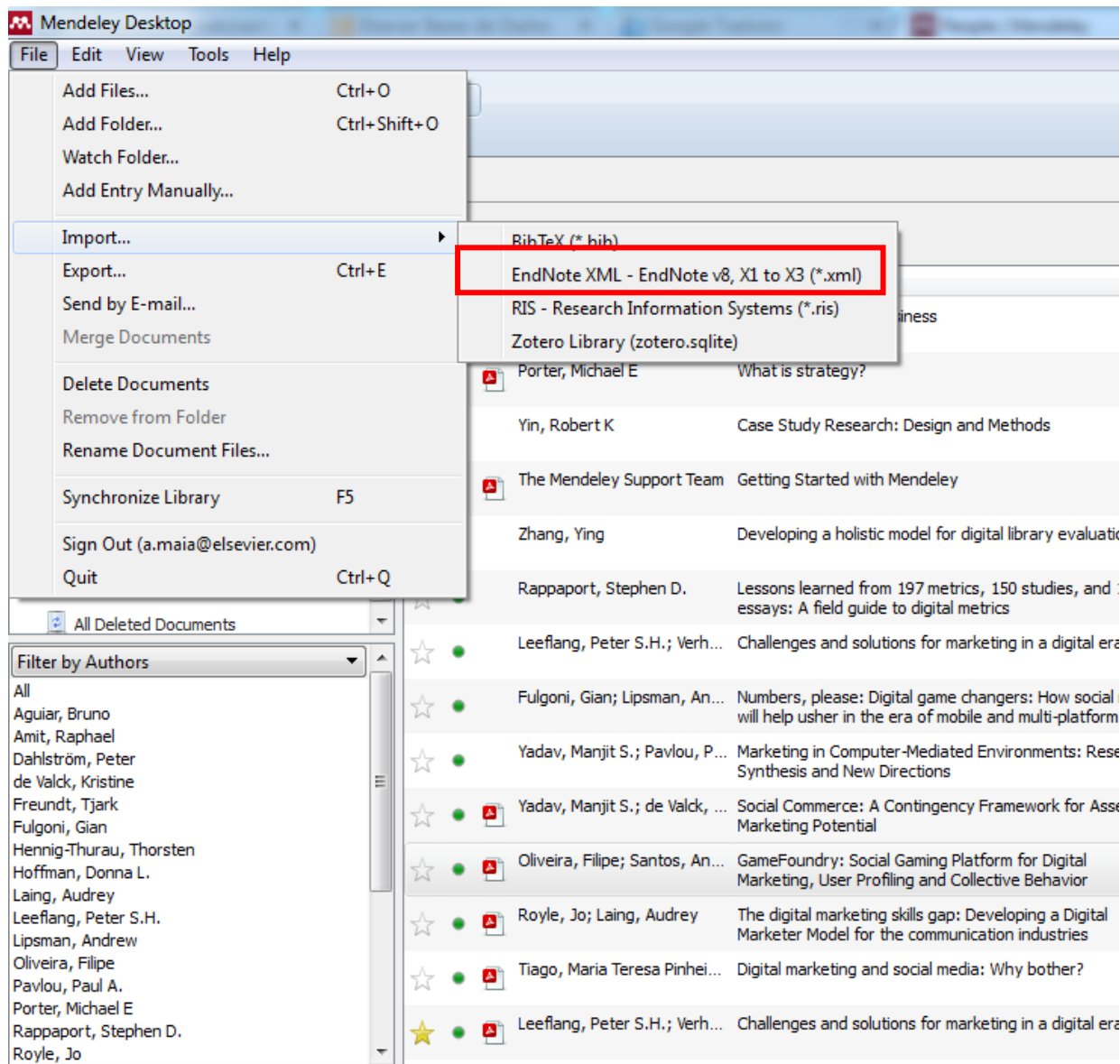


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